

CITY OF LINCOLN

ECONOMIC DEVELOPMENT & COMMUNICATIONS SPECIALIST

Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.

DEFINITION

Develops and administers the City's economic development programs; manages the functions of business attraction, business assistance, retention and expansion; acts as a liaison between the City, and businesses within the City; represents the City on regional economic development and community organizations and provides a variety of administrative support work, marketing communications and digital content for economic development and other initiatives of the City. The Economic Development & Communications Specialist is an at-will position that is appointed by and sits at the pleasure of the City Manager.

DISTINGUISHING CHARACTERISTICS

Under the general supervision of the City Manager, performs responsible administrative, technical, and program and project management duties in support of the City's economic development initiatives; duties may include, research and analysis; report and presentation preparation; special event planning; marketing and communications support; managing incentive programs; assisting businesses with startup, expansion, and relocation needs; contract review, preparation, and monitoring; special projects as assigned; coordination of projects and programs between City departments, outside agencies, and business and development partners and clients; administrative and technical tasks; perform related work as required.

SUPERVISION RECEIVED/EXERCISED

Receives general supervision from the City Manager. Incumbents may supervise technical or support staff.

ESSENTIAL FUNCTIONS

Include but are not limited to the following:

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

- Works with existing and prospective businesses, developers, brokers, and partners to facilitate business expansion in or relocation to the City of Lincoln.

- Works with and liaisons with the City's Economic Development Committee.

- Provides ombudsman assistance to small and medium-sized businesses, developers, brokers, partners, business associations, non-profit organizations, and City departments and divisions to implement economic development programs and projects.
- Assists in responding to inquiries concerning office, industrial, retail and service development and business occupancy opportunities; tracks availability and cost of lands and buildings suitable for commercial development and business occupancy.
- Provides site selection, incentive, and commercial applicant permitting and expediting services and acts as a single point of contact for commercial applicants.
- Assists in developing and implementing marketing and communications programs including paid advertising, preparing general City-wide marketing and communications, web and social media management, press releases and information updates, and trade show and local and regional business event sponsorship, planning, and attendance.
- Gathers, tracks, and analyzes local, regional and State economic and market indicators, analyzes data, draws appropriate conclusions, and makes appropriate recommendations based on the data.
- Conducts research regarding economic development programs, projects, and economic conditions and trends, draws appropriate conclusions, and makes appropriate recommendations for programs and activities based on the research.
- Researches economic development problems and solutions and prepares a variety of comprehensive, periodic, progress and special reports and recommendations based on the research.
- Gathers and prepares demographic, market, and property data, and develops and maintains databases pertinent to business retention, expansion, and recruitment activities.
- Assists in developing and administering the City's business retention, expansion, and recruitment programs.
- Assists in developing and administering the City's economic development incentive and financing programs.
- Prepares, reviews, and/or edits staff reports, brochures, letters, newsletters, and other publications. Presents to City Council, the Economic Development Committee and the public.
- Prepares responses to requests for proposals and requests for information for business attraction and relocation projects.
- Prepares a variety of documents and oversees related projects such as requests for proposals/qualifications, economic incentive agreements, exclusive negotiation agreements, and professional services contracts.

- Responds to requests for information from the public, City staff, businesses, and partners by researching and gathering requested information.
- Coordinates activities with other departments and partner agencies; confers with other department staff regarding assigned projects.
- Participates in the development and implementation of economic development goals, objectives, budgets, policies, and priorities.
- Monitors legislation and developments related to economic development matters; evaluates their impact on City operations and programs, and recommends and implements policy and procedural improvements.
- Represents the City to outside agencies and organizations, and resident and community groups.
- Participates in relevant professional and trade organizations, and local and regional business and economic development groups.
- Performs related duties as required.

MINIMUM QUALIFICATIONS

The following are minimal qualifications necessary for entry into the classification.

Education and/or Experience:

Any combination of education and or experience that has provided the knowledge, skills and abilities necessary for satisfactory job performance as an **Economic Development & Communications Specialist** would be qualifying. A typical way of obtaining the required qualifications is to possess the equivalent of five years of directly related economic development experience and a bachelor's degree from an accredited college or university with major course work in public or business administration, real estate, economics, finance, urban and regional planning, marketing and communications, or a closely related field.

License

Possession of a valid class C California driver's license.

Knowledge/Abilities/Skills(The following are a representative sample of the KSA's necessary to perform the essential duties of the positions.):

Knowledge of:

Principles and practices of government and community relations; principles and practices of economic and community development, urban planning, building and planning entitlements and permits; principles and practices of small business planning, operations, finance, and assistance; principles and practices of commercial real estate development and finance; methods and techniques of effective research and technical report preparation and presentation; policies and administrative procedures of municipal government; principles and practices of marketing and communications strategy and implementation; record keeping and basic accounting related to business incentives and finance programs; pertinent local, State, and Federal laws, ordinances, policies, rules, and regulations related to economic development; principles and practices of budget preparation and monitoring; principles and practices of legal document preparation, analysis, and monitoring; recent developments, trends, best practices, current literature, and sources of information related to economic development planning and administration; principles and practices of sales and business development strategy and implantation; general office methods, equipment use and procedures, including computers and software applications for word processing, database, and spreadsheet use.

Ability to:

- Plan, organize, and coordinate a variety of economic development programs, projects, and services within the City and region, both independently and under general supervision.
- Assist existing and prospective businesses with their startup, expansion, and relocation needs, and effectively work across City departments and with outside agencies and partners to process and expedite business assistance and permitting projects.
- Gather and analyze data and prepare recommendations and reports based on the data.
- Communicate clearly and concisely, both orally and in writing.
- Write clear, organized reports and presentations and make effective oral and written presentations.
- Coordinate preparation of, understand, and interpret various legal documents.
- Plan, organize, and implement special projects and assignments as and when assigned.
- Manage multiple projects and programs at the same time and prioritize work to meet project requirements and deadline.
- Exercise independent, astute judgment in sensitive political, community, business and proprietary situations; operate comfortably and effectively in a political environment.
- Engage professionally and effectively with residents, businesses, and partners in both public and private settings.
- Plan and implement economic development marketing and communications programs.
- Effectively sell the City's assets and strengths as a business location.
- Respond professionally to inquiries or complaints from residents, businesses, and partners, and effect solutions to problems in a timely and appropriate manner.
- Establish and maintain positive working relationships with co-workers, partners, and the public using principles of good customer service.
- Maintain confidentiality of proprietary information used in the process of recruiting prospective and/or existing businesses; preserve confidentiality of sensitive material routinely encountered as part of work assignments.
- Coordinate various administrative functions effectively.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS

Position requires sitting, standing, walking, reaching, twisting, turning, kneeling, bending, stooping, and squatting in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. Additionally, the incumbent in this position may work in all weather conditions including wet, hot and cold. The need to lift, drag and push files, paper and documents weighing up to 25 pounds is also required.

Skill to:

Operate an office computer and variety of word processing, spreadsheet, presentation and other software applications.

FLSA: Exempt

Employee Group: Unrepresented

Adopted: August 31, 2023